

What is claimed is:

1. In a system having an electronic communication device operated by a user, said system further including a remote database and a server on a distributed computing network, a method comprising:

entering identification information into said electronic communication device;

transmitting said identification information to said server;

retrieving personalized information from said database;

forwarding said personalized information to said electronic communication device,

wherein said electronic communication device is a CATV settop box; and

wherein said personalized information is related to said user's CATV subscription account, whereby said CATV settop box is personalized to said user.